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How to buy dyestuffs

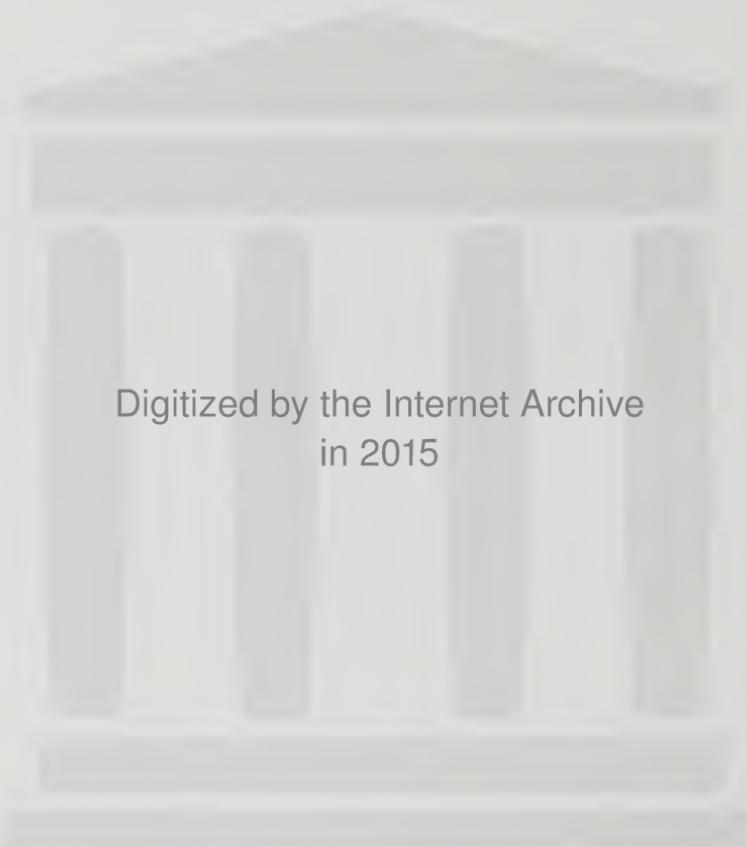
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How to buy dyestuffs



Cassella Color Company

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CASSELLA COLOR COMPANY

1913

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How to buy dyestuffs.

How to buy dyestuffs



Introduction

IT is perhaps little realized even by those most concerned what a flood of high-class technical literature is annually put into the hands of the textile and other industries by the relatively small group of chemical manufacturers who confine themselves exclusively to the exploitation of the coal-tar dyestuffs. There is probably no other line of commercial endeavor where the seller places at the disposal of the buyer such exact, such painstaking, such scientific and full information concerning the wares which he is offering, as does the dyestuff manufacturer.

It is not enough that the hundreds, even thousands, of types be classified, named, labeled, valued and displayed upon the fabric. This multitude must be shown in their relations of fastness to light, washing, exposure, crocking, hot pressing and other peculiar needs of an industry ramified by conditions of manufacture ancient as well as modern, inadequate as well as adequate, and easily dominated by the prejudices of human nature.

Among those who have been foremost in this educational process of selling goods—for it

Educational process
of selling

is educational in the widest way—stands Leopold Cassella & Company, G.m.b.H., of Frankfort-on-the-Main, Germany, and in America the Cassella Color Company, whose head offices are in New York, with branches in the principal textile centres. In the New York office of the Cassella Color Company one department in their large ten-story building is devoted to the care and distribution of this literature. In their stock room of modern construction some two thousand lineal feet of metal shelving carries a supply of publications applicable to every phase of the color consuming trades—for the editions of these books run into the thousands of volumes.

The "Five Foot
Book Shelf"

To illustrate the character and general appearance of these publications some fifty of their principal books have been brought together into the form of a "Five Foot Book Shelf," a facsimile of which appears upon pages 18 and 19. The buyer or the dyer who has upon his shelves a duplicate of this small library, can command practically all that he needs in the way of information regarding the application of modern dyestuffs, and in the following pages will be found illustrated some of the features of these books—their nature, scope and breadth of treatment—which will in some measure indicate the great amount of painstaking labor, skill and enterprise shown in their preparation.

After the perusal of one of these volumes, the reader may usefully reflect upon the conditions in this same field in the days of rule-of-thumb dyeing. The comparison, far from be-

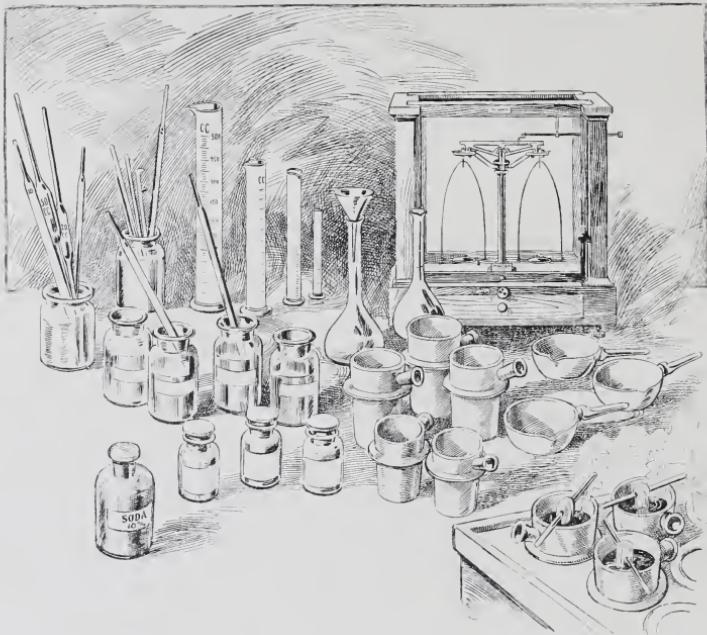
ing "odious," is impressive testimony in confirmation of that to which we have referred. And if one will still further reflect that these publications are the expression in permanent form of the research work of some of the leading laboratories in Germany, it will be readily acknowledged that the products of coal-tar dyes have done their work well. They have placed in the hands of the textile manufacturers and other dyestuff consumers not only products of the greatest variety in qualities and characteristics, but have afforded the most ample means with which to determine the respective values and merits of their many products.

But the coal-tar color manufacturer has not stopped here. The Cassella Color Company has in America five laboratories fully manned and with about fifty technical experts traveling throughout the country demonstrating its products and processes upon request. This company through its predecessors was the first in America to establish a laboratory for textile work; the first to urge upon textile mills the need of laboratories upon their own premises; and among the earliest to place in the hands of the buyer even the most elementary methods for testing the simplest grades of dyer's chemicals. It has frequently been called upon to co-operate in outlining and developing the scope and plans of such valuable adjuncts to mills—not only to enable the mill to test its own colors, but also its other chemical supplies, water, etc.

The accompanying illustration shows the

The five laboratories at the disposal of consumers of dyes without charge

The mill laboratory



Conservative buying necessarily implies the proper and judicious selection of dyewares and their careful testing

general equipment of apparatus necessary for the ordinary dye-testing work in such a laboratory. With the usual conveniences of a laboratory work table, supplied with gas, a steam or gas heated dye-bath for beakers in which the comparative dye trials are made, and the necessary chemicals for general reactions of dyestuffs, and of fabrics, the mill will be in a position to test its dye and chemical purchases. No mill can make the most efficient progress without such aid.

The thoughtful management in American mills today recognizes fully the elementary

conditions here set forth and this little brochure is now placed in the hands of the buyer of dyes for the purpose of calling his attention to the elaborate resources at his command to qualify him to secure for his mill the best in quality, in ease of application, and in money value which the trade affords.

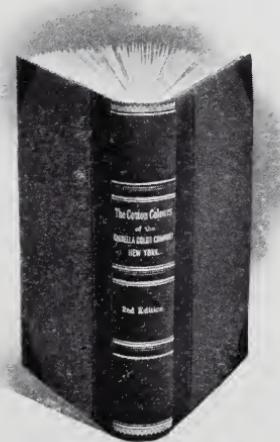
The “Five Foot Book Shelf” and its contents described

Let us look at the books and examine their contents.

Most important of all we have here the work on “Cotton Dyeing,” a volume edited under the direction of Adolf Kertesz of Frankfurt-on-Main, Germany, whose leadership in this department is well known.

“Cotton Dyeing” is a large octavo volume of 445 pages, fully describing 220 separate dyes and illustrating their application by means of 472 specimens on cotton cloth from actual practice. The various sections of the volume include descriptions of the dyes according to their recognized technical grouping, viz., Diamine Dyes, including the complete details for direct dyeing; after treatment with metallic salts, the diazotizing and developing process and coupling. The Im-medial Dyes, the Basic Dyes, Paranitraniline Red and a description of various minor cotton dyes. The qualities of fastness are illustrated by most expensive

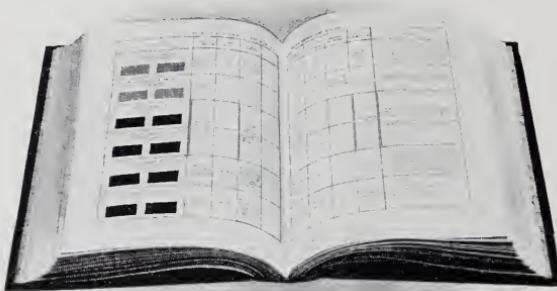
Cotton dyeing



The latest epitome on the state of the art of cotton dyeing

tables. A part of this volume is devoted to the description of the technical details of the dyes described in the general part, and covering 247 pages. It includes all practical methods for dyeing cotton in all conditions of manufacture with the dyes shown, including other vegetable fibres, such as jute, linen, ramie, etc.

To the volume on "Cotton Dyeing" has been issued at frequent intervals a series of twenty-three supplements, each showing dye-



Every page replete with minute details of the properties
of each dye illustrated

ings. Later a volume has come entitled "Supplement to Cotton Dyeing," which describes in 192 pages 41 new dyes, each shown in two or more dyed samples. This volume is arranged to supply the fullest technical information at a moment's notice. It too has been kept up to date by the publication of eighty-three supplements. For the buyer for cotton mills, these several volumes alone will prove a most valuable depository of all data necessary to form a proper opinion regarding the needs of his mill.

The *second edition* of the foregoing (published in 1913) under the title of "The Cotton Colors of the Cassella Color Company" is a volume of 232 pages of complete technical description of 470 separate dyes. It includes their properties, displayed on 940 separate patterns, and illustrates every practically applicable dyeing process for cotton.

For more complete data in individual groups there are special volumes. The "Dyeing of the Immedial Blues" is prepared and edited to place in compact form all necessary information on the most important group of Sulphur colors now on the market. This is a large octavo, 105 pages and fully illustrates twenty-two Immedial Blues with 228 dyeings on cotton in all stages of manufacture from raw stock to finished fabric. The specific properties of each is described in full and suggestions given as to the most suitable means of employing them. The book is fully illustrated with drawings of dyeing machinery.

A similar volume on the first of the Carbazol vat dyestuffs known as "Hydron Blue" is of great importance and constitutes a most valuable contribution to the technical literature of the vat dyeing colors. It is an octavo showing eighty-four large specimens, illustrating the application of the Hydron Blues to cotton. It includes full and exact information regarding the fastness of these colors, the processes best suited for dyeing, according to condition of the cotton, after treatment, etc., while special sec-

The Hydrans

tions are devoted to the dyeing of mercerized cotton, and linen yarns, the use of special types of machines, jigs and continuous apparatus. Attention is given to the bleaching of Hydron dyed goods. Several supplements have been issued.

Cotton printing

“The Printing of Cotton Fabrics” is an octavo volume of 152 pages, showing a series of several hundred type dyeings and many direct, discharge, and other prints from practice. This book is divided conveniently into sections, each complete in so far as relates to the group under discussion.

Leaving cotton we pass over a host of interesting publications each of individual value to cotton users and shall now speak of the dominating volume in the dyeing of wool and woolen fabrics.

Wool dyeing

“Wool Dyeing” is a large octavo of 397 pages with 408 dyeings of 204 separate dye-stuffs representing every class of colors available for wool dyeing and replete with all information regarding their properties and best methods for dyeing. It also describes the coloring of loose wool, shoddy, slubbing, yarns, machine dyeing, piece dyeing, wool and hair hats with a section on the application of colors in wool printing. The book closes with a section on water and the important chemicals used in wool dyeing. “Wool Dyeing” is kept fully up to date by prompt and frequent issues of supplements illustrating and describing new colors as they are put on the market. Various shade

cards are also brought out from time to time which are not supplements, yet are of great value to buyers of colors, as they show the possibilities of numerous combinations. As these are sometimes issued at the beginning of the seasons, they aptly show the current shades for the ensuing few months.

"The Dyeing of Unions" contains 122 pages showing the four broad groups of dyestuffs that find the widest application in the dyeing of fabrics composed of both wool and cotton, and includes artificial silk, union goods, worsteds, cheviots, meltons, astrakhans, mixed fabrics containing mercerized cotton effects with alpaca, crêpe goods, union felt, etc. This compilation is a veritable encyclopedia of technical information regarding mixed fabrics of every class. Since it was first published various additions have been made to it in the form of separate folders and shade cards not only descriptive of new colors, but also of improved methods. The class of colors known as the "Duatols" are described in a folder illustrating thirty separate dyeings upon imitation seal skin. These show not only straight shades but many combinations. Owing to the great demand for colors fast to light, a folder is provided showing the application of *fast to light* colors upon ladies' dress goods, men's wear, fabrics and goods for upholstery and draperies. This folder gives very complete working directions with many suggestions for compound shades.

Of particular interest to manufacturers of

cloth for men's wear, there has been issued a volume showing thirty large sized dyeings of solid and mixed shades of gentlemen's suitings obtained in actual mill practice. Reference is made to this in view of the fact that among the smaller hand books this is one that contains a large amount of practical information.

Paper staining

"Dyestuffs for Paper Dyeing" is the title of a book of 117 pages showing a series of fifty separate dyestuffs that have found wide application in paper staining. Each dyestuff is accompanied with all technical data relating to the best method of dyeing or staining, its fastness to light, to alkalis, to alum, to acids and to the condition of the back water. Specific recommendations and suggestions are made for the use of each color. Besides enumerating the properties of the several dyestuffs, there is shown a very wide range of shades upon almost every kind of paper made by that industry, including wrapping paper, blotting paper, envelope paper, art covers, mottled paper, etc. Attention is also given to the subject of filling materials and other substances used in paper making, the chemicals employed and their influence on dyes.

Lake colors

The manufacturing of paints and pigments is treated in a complete folder describing the technical details of eleven methods for converting the dyes into soluble pigments or lakes for paint and ink making and such industries as employ insoluble colors. Fifty-six shades are shown of pigments produced by the processes described.

The varnish industry is considered in a folder showing varnished samples of metal, colored with varnishes representing thirty-two separate and distinct dyes, the complete technical methods of coloring the varnishes forming a part of this card.

Colors for varnishes,
soaps and candles

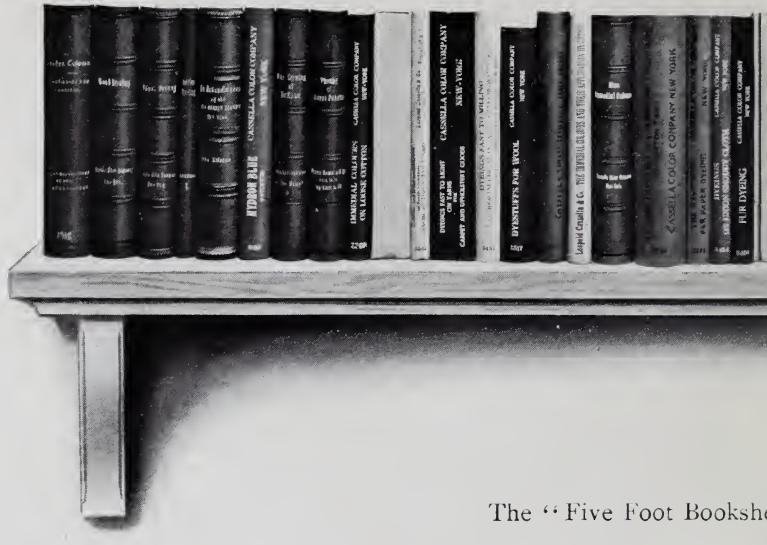
“Dyestuffs for Soap” is illustrated by



A group of unusual sample cards for widely diversified industries

twenty-four cakes of soap, each of which is colored by a dyestuff adapted to the soap industry, and which is amplified by the practical technical details necessary for soap coloring.

A similar collection of samples to the num-



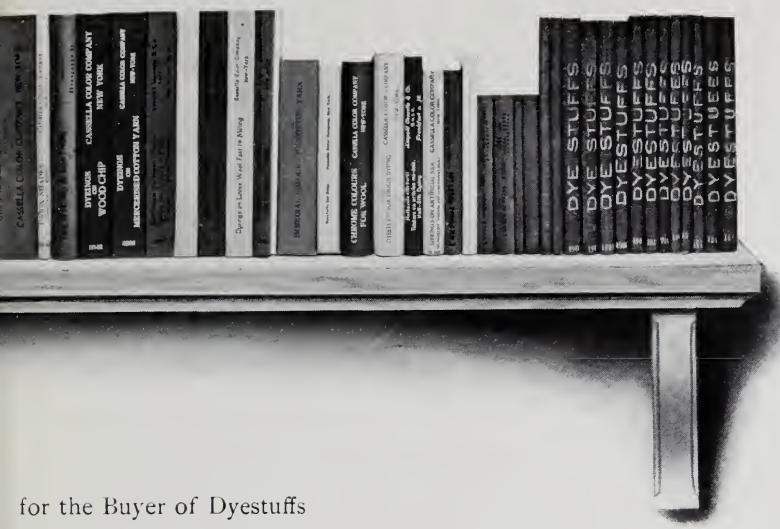
The "Five Foot Bookshelf"

ber of twenty-four is shown in a card illustrating the coloring of wax candles and articles manufactured from wax, including stearine, paraffin, the cerasines and oils.

The carpet and rug industry has been carefully considered by the publication from time to time of several shade cards containing a wide range of dyeings with technical directions illustrating the coloring of yarns for the manufacture of carpets, tapestries and rugs. The card showing the dyeing of carpet yarn manufactured from cow-hair and illustrating seventy-six separate dyeings, has been found to be of very great value to dyers of this class of material.

There has been a great awakening in the carpet and rug industry during recent years in

Carpets, rugs, etc.



for the Buyer of Dyestuffs

the use of fast dyes, due in a very great measure to the increasing demand on the part of the public, for *fast to light colors*. One folder descriptive of the colors best suited to the dyeing of upholstery and draping material has been elsewhere noticed.

One of the unusual applications of dye-stuffs is in the coloring of celluloid. This has been described and illustrated with both transparent and opaque specimens of celluloid colored with fifteen separate dyestuffs that have been found best suited for this purpose.

Celluloid

The dyeing of furs has been treated in a volume containing twenty-three large size pieces of genuine fur colored by products adapted to this industry. Complete working directions are given not only for coloring, but for the various

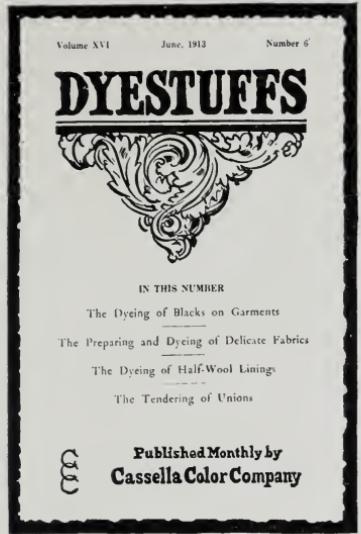
Fur dyeing

important preparatory processes for treating the skins prior to coloring and also for producing certain effect shades with white or colored tips. The whole shows painstaking care by the experts of this department.

Pocket manuals

In addition to the series of large volumes there has been issued a series of small pocket volumes entitled "Manuals of Dyeing" which contain in very compact form but without serious abbreviation, all the information contained in the large volumes and supplements with the exception of the dyed patterns. These small manuals, each a *vade mecum* for the dyer, covers every phase of the application of dye-stuffs to cotton and each volume is complete in itself.

Volume I, is devoted to the dyeing of cotton and allied fibres, Volume II, to wool, silk, half wool and half silk. Volume III, gives the dyeing of garments and sub-divisions of that trade including feathers, straw, buttons, etc., also leather, paper, pigments, varnishes and inks. Volume IV is devoted to textile printing, not only of cotton and cotton fibres, but of wool, half wool, silk, half silk, etc. Two separate pocket manuals, one on leather dyeing and the other on fur dyeing are likewise specially prepared for workers in the branches of industry to which they belong. These pocket manuals have a very wide circulation and in the hands of buyers have been found of great service.



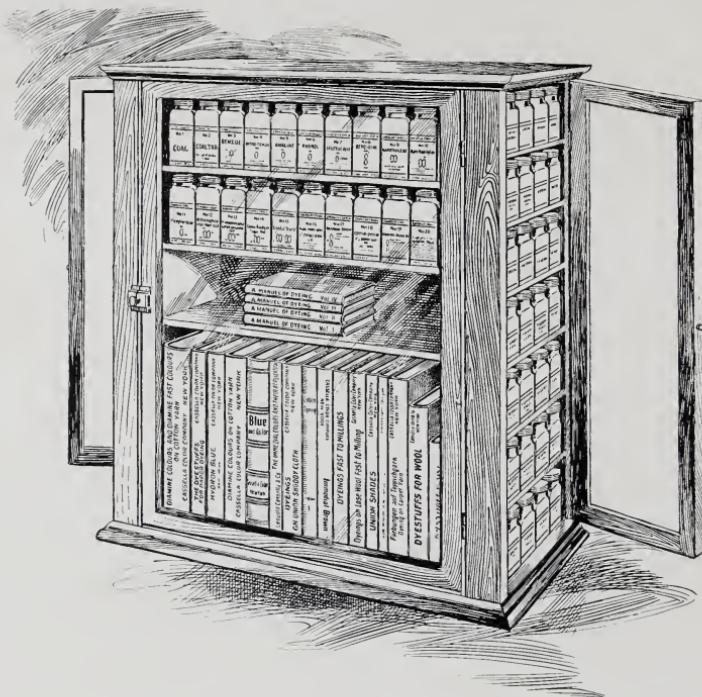
In addition to this continually augmented line of publications the Cassella Color Company maintains a regular issue of a periodical entitled "Dyestuffs." This is a monthly epitome of current articles of interest that have appeared in the textile trade journals, thus

bringing to the direct attention of dyers the practical results of those workers who publish from time to time results of their more recent experiences in the use of dyes. "Dyestuffs" is distributed gratuitously to all who are interested in the use of colors, and it is the aim of the publishers to keep on the mailing list the name of every dyer and consumer. The mailing lists are classified according to the different branches of dyeing into which the textile and other industries are divided.

In furtherance of the established policy of disseminating practical information regarding dyestuffs and their uses, especially among young men studying the principles of textile coloring, the company has presented to some one hundred schools, technical institutions and colleges, a comprehensive collection of specimens. These show

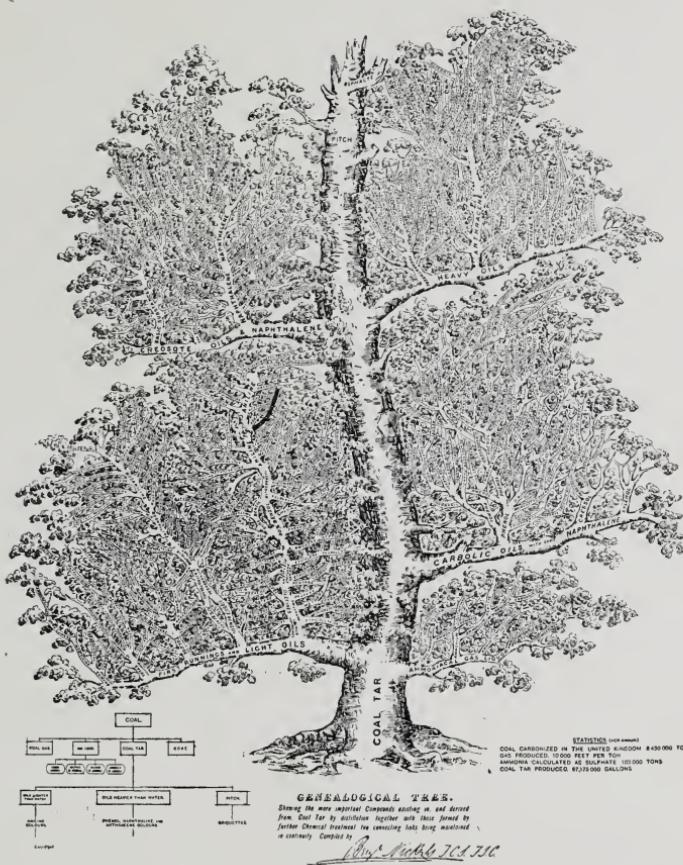
A monthly periodical

Aids to technical education



Over one hundred collections of authentic types of dyestuffs have been deposited in educational institutions throughout the country

the initial raw materials, the principal middle products and a very complete series of the most important dyestuffs derived therefrom all properly labelled. Corresponding descriptive literature accompanies the samples, the whole contained in a handsome oak and glass cabinet. This exhibit has been spoken of in the highest terms by teachers, technical educators, practical dyers and others qualified to give an opinion. The collection is one of greatest value to students of dyeing.



A pictorial representation of the magnitude of the coal-tar derivatives.

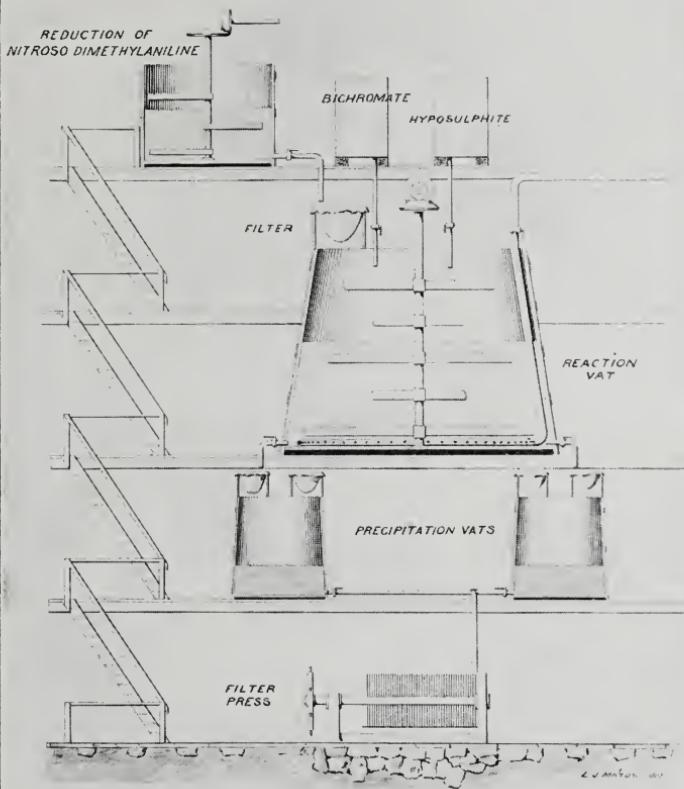
The study of color chemistry and dyeing has always been encouraged by the Cassella Color Company

"The Coal-Tar Tree," a very interesting chart, educational in the highest degree, and one of the first attempts to popularize interest in the origin of the coal-tar colors, was republished in this country in 1888 by the then William J. Matheson & Co. (predecessors to the present Cassella Color Company) and given the widest publicity.

On the opposite page is shown a reproduction of one of a set of diagrams illustrating the important processes in the coal-tar industry. These were prepared to accompany a collection of raw, middle and finished products for the Smithsonian Institution at Washington. Special collections have also been deposited, among other institutions, in Columbia University, Sheffield Scientific School of Yale, Massachusetts Institute of Technology, members of the chemical faculties of which have frequently availed themselves of the facilities of Cassella's laboratories.

The technical men in the service of the company are encouraged to contribute to the pages of the scientific press the results of original investigations on practical matters embracing the solution of problems relating to the chemical treatment, bleaching, dyeing and printing of textiles, and to read papers before technical and scientific bodies both at home and abroad, and which are afterwards given the widest publicity throughout the textile trade.

DIAGRAM
MANUFACTURE OF METHYLENE BLUE



CASSELLA COLOR COMPANY
NEW YORK

One of a series of wall charts supplied to the Smithsonian Institution
Washington, by the Cassella Color Company

Books alone are of little service to those who do not use them, but such as do use them, recognize the very great value of works on the technology of their respective industries. It is not to be presumed that the owner of a book or library has absorbed the contents of every volume. He needs but a general knowledge of their contents to refer to them with certainty for the information they contain. This idea has been kept in mind by the Cassella Color Company in publishing its extensive series of volumes, shade cards and manuals covering every department of textile and fabric coloring, from antique leather to artificial silk, and which has been aptly termed the Cassella Library.

This collection of volumes, shade cards and brochures, each carefully prepared and edited by an expert and specialist in his particular field of coloring, with the active co-operation of specially trained technical men, comprises without possible exception, the most comprehensive set of works on the use of the coal-tar dyestuffs in the color consuming industries.

The well-known advertisement "Problems in Dyeing," the title of one of the most widely read advertisements of the Cassella Color Company has been for years a standing invitation to manufacturers of textiles and their dyers to avail themselves of the facilities afforded by the various laboratories of this company, and of the

P r o b l e m s i n D y e i n g

We are prepared to dye any shade upon any fabric submitted, or we will match any required shade and submit exact dyeing directions. Information of a technical nature cheerfully given. No charge is made for such service, and in accepting it there is no obligation to purchase from us anything that you can buy or that you think you can buy to better advantage elsewhere.



Cassella Color Co.

182-184 Front Street : New York

—an expert in his particular line of work—is sent to the mill to apply on a large scale the dyestuffs that have been found by the laboratory trials to be proper for the purpose.

The facilities and opportunities afforded in the Cassella laboratories are open to customers and their employees without charge or obligation whatever. Here may be followed lines of work such as directly interests the inves-

services of its large staff of technical men. These facilities have been freely accorded to all who have sought such assistance. And the Company's records show that hundreds of manufacturers have sought this aid in solving their problems. The invitation is renewed in this brochure in even more definite terms. When the circumstances permit, and it is desired by the management of a mill, a technical man

Cassella laboratories
always open
to workers

tigator who during the prosecution of such research may feel absolutely free to avail himself of the special knowledge of any of the technical staff. He also has available a complete technical library of standard works on the prepara-



One of the individual work tables in the laboratory
of the Cassella Color Company

tory processes, bleaching, dyeing, printing, etc., besides the various scientific and trade journals of the chemical industries.

The proper selection of dyes involves no mystery. If the dyer knows the requirements imposed upon the fabric which it is his duty to produce, the full and ample technical informa-

No mystery
in buying
dyes

tion which the Cassella Color Company gratuitously distributes places him in a position to make a selection suitable to his purpose. It is not a matter of guess-work; it is not a case of whether this, that or some other color will meet



A series of dye-baths in which hundreds of tests on all kinds of textile material are made

the need, it is a matter of knowing and understanding the limitations of a reasonably small yet comprehensive group of dyestuffs adapted to the requirements of the mill he is serving. No dyer can memorize the full technical information that has been prepared and published regarding every dyestuff placed upon the market; no dyer or color mixer can recall definitely whether certain dyes will mix and are com-

pative with each other in the dye-bath unless he has had experience with them, but by the aid of the literature which has been published and distributed thus freely, he is in a position to quickly determine what is best suited for his work.

The “Five Foot Book Shelf”

(See illustrations beginning “Cotton Dyeing” on page eleven).

No.

The Diamine Colors 1896.
The first comprehensive volume ever published on the Direct or Diamine Colors.

2303 The Dyeing of Cotton.
Cotton colors of the Cassella Color Company. Second edition of the above.

2567 Cotton Dyeing (Supplement to)

2652 The Printing of Cotton Fabrics.

2823 Blue Immedial Colors.

3266 Dyeings on mercerized cotton yarn.

3388 Diamine Colors and Diamine Fast Colors on cotton yarn.

3382 Diamine Colors and Diamine Fast Colors on cotton yarn.

3398 Immedial Colors on Loose Cotton.

3322 Hydron Blue.

3018 Immedial Colors on Piece Goods.

3228 Cotton Yarn Printing.

2021 Diamine Colors on Cotton Yarn (self shades).

1990 Diamine Colors on Cotton Thread.

2218 Immedial Colors and their application on cotton.

2876 Immedial Colors on cotton yarn.

2561 Wool Dyeing.

2905 Dyeings fast to Milling on Worsted Yarn.

2944 Dyeings on loose wool fast to milling, produced with Anthracene Chromate Colors.

3075 Dyeings fast to light on yarn for carpets and upholstery goods.

3317 Dyestuffs for wool.

3157 Chrome Colors for Wool.

3349 Fashionable shades 1911-1912.

3452 Dyeings fast to milling of Anthracene Chrome and Anthracene Chromate Colors.

2693 The Dyeings of Unions.

3454 Dyeings on Union Shoddy cloth.

3340 Union shades.

3122 Garment Dyeing.

2971 Dyestuffs for Union Dyeing.

3245 Dyeings on silk.

3037 Half-silk dyeing.

3401 Dyeings on Artificial silk.

2492 Dyeings on silk noils.

3500 Fashionable shades on ladies' wool hats
Mode shades on fur felt, Spring 1913.

3313 The Dyestuffs for Paper Dyeing.

3387 Dyeings on straw plait.

2919 The Dyeing of Leather.

3459 Fur Dyeing with Furrols.

3176 Dyestuffs for Soap.

3342 Dyeings on wood chip.

2938 Manual of Dyeing, Volume I, 2nd edition.

2939 Manual of Dyeing, Volume II, 2nd edition.

2940 Manual of Dyeing, Volume III, 2nd edition.

2941 Manual of Dyeing, Volume IV, 2nd edition, 1898-1912.

“Dyestuffs”—a monthly publication—Volumes 1 to 15, inclusive (1898-1912).



The main office, warehouse and laboratory building
occupied in its entirety by the
Cassella Color Company, New York

An Invitation

The laboratories of the Cassella Color Company are thoroughly equipped for the testing of dyestuffs, the conducting of dyeing processes adapted to every class of commercial fabric, and for research work of allied character. Manufacturers of textiles and other consumers, their dyers or colorists are freely accorded ample facilities for the purpose of conducting original work.

The acceptance of this invitation in no way obligates the operator to the use or adoption of Cassella colors in subsequent work in the mill.

Cassella Color Company
182-184 Front Street, New York



88-B646

COMMENTS FROM THE TEXTILE PRESS

From "Textile American," Boston

HOW TO BUY DYESTUFFS.

"How to Buy Dyestuffs" is a brochure emanating from that department of the Cassella Color Company devoted to the preparation and distribution of high class technical literature regarding the application of modern dyestuffs. The Cassella Color Company's "Five Foot Book Shelf" comprises fifty of their principal books. The buyer or the dyer who has upon his shelves a duplicate of this small library has a great force at his command in the way of information regarding the application of modern dyestuffs. This educational process of selling is a notable feature, employed by a relatively small group of chemical manufacturers who confine themselves exclusively to the exploitation of the coal-tar dyestuffs, placing as it does at the disposal of the buyer such exact painstaking scientific information concerning the wares he is constantly purchasing. To supplement this great and continuous work this little brochure is now placed in the hands of the buyer of dyes for the purpose of calling his attention to the elaborate resources at his command whereby he may qualify himself to secure for his mill: quality, ease of application and money value in dyestuffs.

From "Cotton," Atlanta

"How to Buy Dyestuffs." A brochure by the Cassella Color Company, 182 Front St., New York, 35 pages. Numerous illustrations. Distributed by the publishers.

The contents of this brochure consists mainly of illustrations from 50 different books published by this company and which, when brought together form a "Five-foot book shelf," on which the buyer or the dyer can command practically all that he needs in the way of information regarding the application of modern dyestuffs.

The proper selection of dyes involves no mystery. If the dyer knows the requirements imposed upon the fabric which it is his duty to produce, the full technical information which Cassella Color Company distributes, places him in a position to make a selection suitable to his purpose. No dyer can memorize the full technical information that has been prepared and published regarding every dyestuff on the market; no dyer, or color mixer, can recall definitely whether certain dyes will mix compatible with each other in the dye bath, unless he has had experience with them, but by the aid of the literature referred to, and which has been published and distributed, he is in a position to quickly determine what is best suited for his work.

From "Leather Manufacturer," Boston

HOW TO BUY DYESTUFFS.

We have recently received a valuable brochure entitled "How to Buy Dyestuffs." The keynote of the book is the effort on the part of the publishers to place both buyer and seller of dyestuffs in a position of frank relationship to each other. The company also invites manufacturers of leather to make use of their extensive facilities of research of their work.

Valuable information is contained in this book, and any tannery superintendent or foreman interested in the subject of colors should send to the Cassella Color Company, 182 Front St., New York, N. Y., for a copy of this valuable, free information.

From "Textile World Record," Boston

HOW TO BUY DYESTUFFS.

A book recently published by the Cassella Color Company, 182 Front St., New York, will be found of great value by every buyer or consumer of dyestuffs. Its object is to aid the buyer by making him better acquainted with the vast number of coal tar dyestuffs on the market. In carrying out this object the Cassella Color Company has arranged the most important of their publications on a five-foot book shelf, an illustration and a catalogue of which are given in this book. Every buyer of dyestuffs should get a copy of "How to Buy Dyestuffs," and then call for such literature from the five-foot shelf as he may need for his particular line of work.

From "Canadian Textile Journal," Toronto

HOW TO BUY DYESTUFFS.

The Cassella Color Company is distributing a brochure to the dyestuff consuming industries, under the above title, which will no doubt be of interest to all dyers. The book does not pretend to be an exhaustive treatise on the subject which it discusses; it will, we believe, be sufficient in its way to make plain the efforts which this company has made to place both the buyer and the seller of dyestuffs wares in a position of frank relationship to each other, where the qualities and characteristics of these important supplies may be fully determined and understood.

From "Posselt's Textile Journal," Philadelphia

HOW TO BUY DYESTUFFS

is a book just issued for distribution to the dyestuff consuming industries by the Cassella Color Company.

While this book does not pretend to be an exhaustive treatise on the subject which it discusses, it is sufficient in its way to make plain the effort which this company has made to place the buyer and seller of dyestuffs in a position of frank relationship to each other, where the qualities and characteristics of these important supplies may be fully determined and understood.

Attention is directed to the invitation extended to manufacturers of textiles, their dyers and colorists, to make use of the extensive facilities the Cassella Color Company has at their large 10-story New York main office and laboratory building, for research and other work, which it is hoped will be availed of to the fullest extent by the readers of Posselt's Textile Journal. The acceptance of this invitation of the Cassella Color Company in no way obligates the mill to the use or adoption of Cassella Colors in their subsequent work, it is offered complimentary to you.

To illustrate the character and general appearance of these publications some fifty of their principal books have been brought together into the form of a "Five-foot Book Shelf." The buyer, the dyer or the chemist who has upon his shelves a duplicate of this small library will find the same a mine of information, and will do well to address the Cassella Color Company, 182 Front Street, New York City, on the subject.

From "Textile Manufacturer's Journal," New York

NEW PUBLICATIONS.

The Cassella Color Company has just issued one of the most attractively prepared booklets recently received. It is entitled "How to Buy Dyestuffs." It is printed on heavy coated stock, with board covers, and is replete with half-tone illustrations descriptive of the service which the Cassella Color Company is prepared to give to its customers. It places at their disposal five fully manned and equipped laboratories, and also has about 50 technical experts who travel about the country, demonstrating the products and processes of the company, upon request. The booklet also contains a description of volumes which are included in a "Five-foot Book Shelf" which should be owned by all buyers of dyestuffs.

From "American Hatter," New York

"HOW TO BUY DYESTUFFS."

A resume of the technical literature published for the guidance of manufacturers who use dyes and dyestuffs is found in an attractive little brochure just issued by the Cassella Color Company, New York. In it will be found the story of the dyestuff manufacturer's researches, and a detailed account of the works that have been compiled to assist every kind of dyeing.

An invitation is also issued to manufacturers of textiles, their dyers and colorists, to make use of the extensive facilities of the Cassella Color Company for research and other work, which can be carried on in the company's laboratories.

The book should succeed in giving the buyer of dyestuffs a better understanding of the service which is being rendered the various industries by the dye manufacturer.

From "The Textile Colorist," Philadelphia

"HOW TO BUY DYESTUFFS."

This is the title of an interesting publication of the Cassella Color Company, who offer in an attractive little volume a review of their "Five-foot Book Shelf." The books on the shelf comprise a treatise on dyeing in all its modifications and cover every class of material. As the information is kept, by means of supplements, strictly up-to-date, the user of their products has before him a store of knowledge which would be otherwise hard to duplicate. The book also gives a description of the offices and laboratories of the company and extends an invitation to all to avail themselves of the services of this most efficient organization in the solution of technical and dyeing problems. We would suggest that those interested in this matter write direct to the nearest office of the company in order to avail themselves of these exceptional opportunities.

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